



PRESS RELEASE

Match & Fund 2025: Cultural Heritage & Innovation Matchmaking

3 June 2025 | 09:30 – 18:00 CET | Online



Online matchmaking event explores EU funding opportunities for cultural heritage, creativity, and innovation – 3 June 2025

The Time Machine Organisation (TMO) is pleased to announce *Match & Fund: Cultural Heritage & Innovation Matchmaking*, a pan-European online event taking place on 3 June 2025, from 09:30 to 18:00 CET. This full-day initiative is designed to foster cross-sector collaboration, connect key stakeholders, and unlock European funding for projects in cultural heritage, creativity, and digital innovation.

Organised in cooperation with a wide array of pan-European network partners, the event is tailored to support the European Commission's Horizon Europe Cluster 2 activities and beyond. Participants will gain a comprehensive overview of current EU funding instruments and connect with future collaborators from across the continent.

"This matchmaking event is designed to provide a cross-programme view of European funding and thus enable the identification of the most appropriate programmes and partners for project ideas." (Sander Münster, Secretary-Elect of the TMO & Junior Professor at the Friedrich Schiller University of Jena)

A Proven Format for Cross-Sector Collaboration

Building on the success of the 2021 edition — which drew over 500 participants from across Europe — the *Match & Fund 2025* aims to once again create space for valuable knowledge-sharing and collaboration and facilitate strategic partnerships and high-impact collaborations.



The morning session (09:30–12:30 CET) will feature expert presentations on key European funding programmes. The agenda includes an overview of Horizon Europe Cluster 2 calls for cultural heritage as well as the Digital Europe Programme, a regional perspective on Interregional Innovation Investments (I3), and dedicated slots for Creative Europe, the EIT Culture & Creativity calls, and Horizon Europe partnerships such as Resilient Cultural Heritage and Virtual Worlds. Participants will also hear about TMO Synergy Grants and other relevant EU initiatives.

Starting from 13:00 CET, the event will transition into individual matchmaking sessions via the B2Match platform, allowing participants to connect directly with potential project partners from across sectors and countries.

A Collaborative European Network

The event is hosted and organised by the [Time Machine Organisation](#) (TMO), in cooperation with the [Friedrich Schiller University of Jena](#) and further amplified by a strong coalition of dissemination partners, including the [European Enterprise Network](#), the [European Cluster Alliance](#), [EIT Co-Location Center and EIT Culture and Creativity](#), the [German Federal Ministry of Education and Research](#), and [CRUSOE – the Conference of Rectors of Western European Universities](#). This collective effort ensures broad reach and relevance across Europe's research, innovation, and cultural landscape.

Who Should Attend?

[Match & Fund 2025](#) is open to researchers, innovators, policymakers, or cultural professionals, and stakeholders from public and private sectors interested in EU collaboration and funding opportunities.

Whether you're shaping new ideas or looking for partners to strengthen an existing concept, this event offers the tools and connections needed to bring projects to life.

Register Now

Explore the programme and secure your spot today: [Home | Digitisation, Cultural Heritage and Smart Tourism - Online Infoday & Matchmaking](#)

For further information, please contact:

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